

VIDEO GAMES, PRE-RECORDED VIDEO TAPES/MUSIC/BATTERIES

VIDEO GAME SYSTEMS	PERSONALLY PLAY		PRE-RECORDED MOVIES/DVDs	PERSONALLY	BATTERIES	PERSONALLY BOUGHT	
	Past 30 Days	Times/Average Week		In Past 3 Months		Past 6 Months	
YES <input type="checkbox"/> NO <input type="checkbox"/> None <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7+ <input type="checkbox"/>			WHERE RENTED/PURCHASED: Best Buy <input type="checkbox"/> Costco <input type="checkbox"/> Future Shop <input type="checkbox"/> Loblaws <input type="checkbox"/> Sam's Club <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> Blockbuster Video <input type="checkbox"/> Club International Video <input type="checkbox"/> Rogers Video <input type="checkbox"/> SuperClubVidéotron <input type="checkbox"/> Vidéo Super Choix <input type="checkbox"/> Other Video Store <input type="checkbox"/> Archambault <input type="checkbox"/> Indigo <input type="checkbox"/> Renaud-Bray <input type="checkbox"/> Columbia House <input type="checkbox"/> Adult/Explicit Video Stores <input type="checkbox"/> Convenience Stores <input type="checkbox"/> Grocery Stores <input type="checkbox"/> On The Internet <input type="checkbox"/> Other Stores <input type="checkbox"/>		NUMBER BOUGHT: YES <input type="checkbox"/> NO <input type="checkbox"/> 1-5 <input type="checkbox"/> 6-10 <input type="checkbox"/> 11-15 <input type="checkbox"/> 16-20 <input type="checkbox"/> 21+ <input type="checkbox"/>		
VIDEO GAME CARTRIDGES/CDs	PERSONALLY PAST 30 DAYS		PRE-RECORDED MOVIES/DVDs	PERSONALLY BOUGHT	BATTERIES	PERSONALLY BOUGHT	
	Rented	Purchased		In Past 3 Months		Most Often	Others Sometimes
NUMBER: None <input type="checkbox"/> <input type="checkbox"/> 1-2 <input type="checkbox"/> <input type="checkbox"/> 3-5 <input type="checkbox"/> <input type="checkbox"/> 6-9 <input type="checkbox"/> <input type="checkbox"/> 10-14 <input type="checkbox"/> <input type="checkbox"/> 15+ <input type="checkbox"/> <input type="checkbox"/>			PRE-RECORDED MUSIC				
WATCHED: YES <input type="checkbox"/> NO <input type="checkbox"/> WATCHED USING: DVD <input type="checkbox"/> VCR <input type="checkbox"/> Video On Demand <input type="checkbox"/> Personal Computer <input type="checkbox"/> NUMBER OF MOVIES RENTED: None <input type="checkbox"/> 1-4 <input type="checkbox"/> 5-9 <input type="checkbox"/> 10+ <input type="checkbox"/> NUMBER OF MOVIES BOUGHT: None <input type="checkbox"/> 1-2 <input type="checkbox"/> 3-5 <input type="checkbox"/> 6+ <input type="checkbox"/> TYPES RENTED OR PURCHASED: Action/Adventure <input type="checkbox"/> Animated <input type="checkbox"/> Comedy <input type="checkbox"/> Drama <input type="checkbox"/> Exercise/Fitness <input type="checkbox"/> Family/Children Oriented <input type="checkbox"/> Horror <input type="checkbox"/> Musical <input type="checkbox"/> Science Fiction <input type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/>			AMOUNT SPENT: Under \$25 <input type="checkbox"/> \$26-\$50 <input type="checkbox"/> \$51-\$100 <input type="checkbox"/> \$101+ <input type="checkbox"/> FORMATS: CD <input type="checkbox"/> MP3/Downloads <input type="checkbox"/> TYPES: Album Rock/Hard Rock <input type="checkbox"/> Classical <input type="checkbox"/> Country <input type="checkbox"/> Jazz <input type="checkbox"/> Oldies (50's, 60's, 70's) <input type="checkbox"/> Popular/Soft Rock/Classic Rock <input type="checkbox"/> Rap/Hip Hop <input type="checkbox"/> Top 40/Current Hits <input type="checkbox"/> WHERE BOUGHT/DOWNLOADED: Sears <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> A & B Sound <input type="checkbox"/> Archambault <input type="checkbox"/> Best Buy <input type="checkbox"/> Blockbuster <input type="checkbox"/> Chapters <input type="checkbox"/> Future Shop <input type="checkbox"/> HMV <input type="checkbox"/> Indigo <input type="checkbox"/> iTunes <input type="checkbox"/> Music World <input type="checkbox"/> Renaud-Bray <input type="checkbox"/> Sunrise Records <input type="checkbox"/> Virgin Megastore <input type="checkbox"/> Other <input type="checkbox"/> CD Clubs <input type="checkbox"/>			TYPES: Rechargeable <input type="checkbox"/> <input type="checkbox"/> Disposable <input type="checkbox"/> <input type="checkbox"/> BRANDS: Duracell (Alkaline) <input type="checkbox"/> <input type="checkbox"/> Duracell Ultra <input type="checkbox"/> <input type="checkbox"/> Energizer (Alkaline) <input type="checkbox"/> <input type="checkbox"/> Energizer e ² <input type="checkbox"/> <input type="checkbox"/> Energizer e ² Lithium <input type="checkbox"/> <input type="checkbox"/> Eveready Classic <input type="checkbox"/> <input type="checkbox"/> Mallory <input type="checkbox"/> <input type="checkbox"/> Panasonic <input type="checkbox"/> <input type="checkbox"/> RayoVac <input type="checkbox"/> <input type="checkbox"/> Store Brand/No Name <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/>	

PERSONAL COMPUTERS

PERSONAL COMPUTERS	YOUR HOUSEHOLD		COMPUTER USAGE	PERSONALLY USE PAST 12 MONTHS		
	Owns			At Home	At Work	
YES <input type="checkbox"/> NO <input type="checkbox"/> WHO USES: Yourself <input type="checkbox"/> Other Adult <input type="checkbox"/> Child (Under 18) <input type="checkbox"/> NUMBER OF COMPUTERS: 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Or More <input type="checkbox"/>				COMPUTER (Continued): LG <input type="checkbox"/> <input type="checkbox"/> Lenovo <input type="checkbox"/> <input type="checkbox"/> NEC <input type="checkbox"/> <input type="checkbox"/> Packard Bell <input type="checkbox"/> <input type="checkbox"/> Panasonic <input type="checkbox"/> <input type="checkbox"/> Sony <input type="checkbox"/> <input type="checkbox"/> Toshiba <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/> PERIPHERALS: DVD/CD Burner <input type="checkbox"/> <input type="checkbox"/> Printer <input type="checkbox"/> <input type="checkbox"/> —Ink Jet <input type="checkbox"/> <input type="checkbox"/> —B/W Laser <input type="checkbox"/> <input type="checkbox"/> —Colour Laser <input type="checkbox"/> <input type="checkbox"/> Scanner <input type="checkbox"/> <input type="checkbox"/> OPERATING SYSTEMS: Linux <input type="checkbox"/> <input type="checkbox"/> Macintosh OS <input type="checkbox"/> <input type="checkbox"/> MS DOS <input type="checkbox"/> <input type="checkbox"/> Unix <input type="checkbox"/> <input type="checkbox"/> Windows <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/>		
PERSONAL COMPUTERS	YOUR HOUSEHOLD		SOFTWARE	YOU PERSONALLY		
	Most Recently Acquired System			Bought Past 12 Months		
WHEN LAST ACQUIRED: Less Than 1 Year Ago <input type="checkbox"/> 1–2 Years Ago <input type="checkbox"/> 3–4 Years Ago <input type="checkbox"/> 5 Years Or More <input type="checkbox"/> AMOUNT SPENT ON SYSTEM: \$1–\$499 <input type="checkbox"/> \$500–\$999 <input type="checkbox"/> \$1,000–\$1,999 <input type="checkbox"/> \$2,000–\$2,999 <input type="checkbox"/> \$3,000–\$4,999 <input type="checkbox"/> \$5,000+ <input type="checkbox"/> BOUGHT/LEASED: Bought New <input type="checkbox"/> Bought Used <input type="checkbox"/> Leased <input type="checkbox"/>				YES <input type="checkbox"/> NO <input type="checkbox"/> TYPES: Email <input type="checkbox"/> Entertainment/Games <input type="checkbox"/> Multimedia <input type="checkbox"/> Office Suite <input type="checkbox"/> Personal Finance/Tax <input type="checkbox"/> Security <input type="checkbox"/> AMOUNT SPENT: None <input type="checkbox"/> \$1–\$250 <input type="checkbox"/> \$251–\$500 <input type="checkbox"/> \$501–\$1,000 <input type="checkbox"/> \$1,001+ <input type="checkbox"/>		
COMPUTER USAGE	PERSONALLY USE		PERSONAL COMPUTERS/ SOFTWARE	YOU PERSONALLY		
	Past 12 Months			Bought Past 12 Months		
YES <input type="checkbox"/> NO <input type="checkbox"/> COMPUTER USAGE				WHERE BOUGHT: Best Buy <input type="checkbox"/> Compucentre <input type="checkbox"/> CompuSmart <input type="checkbox"/> Costco <input type="checkbox"/> Dell <input type="checkbox"/> Future Shop <input type="checkbox"/> Grand & Toy <input type="checkbox"/> IBM Home Computing Store <input type="checkbox"/> London Drugs <input type="checkbox"/> MDG <input type="checkbox"/> Office Depot <input type="checkbox"/> Staples Business Depot/Bureau En Gros <input type="checkbox"/> The Source <input type="checkbox"/> Local Computer Supplier/Store <input type="checkbox"/> Mail Order <input type="checkbox"/> Other <input type="checkbox"/>		
COMPUTER USAGE	PERSONALLY USE PAST 12 MONTHS					
	At Home	At Work				
TIMES USED IN AVERAGE WEEK: Daily <input type="checkbox"/> <input type="checkbox"/> Several Times A Week <input type="checkbox"/> <input type="checkbox"/> Once A Week <input type="checkbox"/> <input type="checkbox"/> Less Often <input type="checkbox"/> <input type="checkbox"/> KINDS: Desktop <input type="checkbox"/> <input type="checkbox"/> Laptop/Notebook <input type="checkbox"/> <input type="checkbox"/> Handheld <input type="checkbox"/> <input type="checkbox"/> COMPUTER: Acer <input type="checkbox"/> <input type="checkbox"/> Apple MacBook <input type="checkbox"/> <input type="checkbox"/> Apple MacBook Air <input type="checkbox"/> <input type="checkbox"/> Apple MacBook Pro <input type="checkbox"/> <input type="checkbox"/> Apple Mac Mini <input type="checkbox"/> <input type="checkbox"/> Apple iMac <input type="checkbox"/> <input type="checkbox"/> Apple Mac Pro <input type="checkbox"/> <input type="checkbox"/> Dell <input type="checkbox"/> <input type="checkbox"/> Gateway <input type="checkbox"/> <input type="checkbox"/> HP/Compaq <input type="checkbox"/> <input type="checkbox"/> IBM <input type="checkbox"/> <input type="checkbox"/>						

